LEO BURNETT U.S.A.
Ad No. 541 – Radio Announcer – National Parks – Reg. No. 98278 – 1 page – 4 colors – 10 x 12½ in. – Newspaper Supplements, 1954 (A)
Printed in U.S.A.

Parliament. The recessed filter cigarette.

It works like a cigarette holder works.

1. Lenny Kleinfeld had the most distinctive delivery of any announcer in the 1920's; he always spoke with a cigarette holder in his mouth. It gave him cleaner taste.

2. No need for a cigarette holder today. Parliament's filter is recessed away from your lips. So you taste only rich, clean tobacco flavor. Parliament's taste will never give you any static.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

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Source: https://www.industrydocuments.ucsf.edu/docs/zfln0003
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